



*Training Course:  
Leading Businesses into the Future*

*10 - 14 March 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Leading Businesses into the Future

Training Course code: LS235077 From: 10 - 14 March 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4500 € Euro

### Introduction:

The business landscape is constantly evolving, and to stay ahead of the curve, organizations need leaders who can anticipate emerging trends and adapt to changing circumstances. Leading businesses into the future requires a future-oriented strategy, an innovative mindset, and the ability to manage change and uncertainty. This training program aims to equip participants with the skills and knowledge required to lead businesses into the future successfully. The program will cover the emerging trends in business, the role of technology and innovation in driving business growth.

### Objectives:

- Understand the emerging trends in business and their implications for organizational success
- Learn how to develop a future-oriented strategy that aligns with organizational goals
- Understand the key competencies of a leader in leading businesses into the future
- Learn how to leverage technology and innovation to drive business growth
- Understand the importance of organizational culture and change management in leading businesses into the future

### Target Audience:

- Senior executives and leaders responsible for setting the strategic direction of their organizations
- Business owners and entrepreneurs seeking to stay ahead of the curve
- Middle managers responsible for implementing strategic initiatives within their departments

### Outlines:

Day 1:

#### Overview of the Future of Business

- Introduction to Emerging Trends in Business
- Implications of Emerging Trends on Organizational Success
- The Role of a Leader in Leading Businesses into the Future

- Leadership Competencies for the Future of Business
- Creating a Future-Oriented Strategy

#### Day 2:

##### Technology and Innovation in Business

- The Impact of Technology on the Future of Business
- Disruptive Technologies and Their Implications
- Innovation and Its Role in Driving Business Growth
- Developing a Culture of Innovation
- Case Studies of Innovative Companies

#### Day 3:

##### Organizational Culture and Change Management

- The Role of Organizational Culture in Leading Businesses into the Future
- Developing a High-Performance Culture
- Leading Change in Organizations
- The Psychology of Change Management
- Implementing Change Successfully

#### Day 4:

##### Business Model Innovation and Transformation

- Business Model Innovation and Its Impact on Business Growth
- Developing a Business Model Innovation Strategy
- Transforming Business Models for Future Success
- Design Thinking for Business Model Innovation
- Case Studies of Business Model Transformation

#### Day 5:

## Leading in a VUCA World

- The Concept of VUCA Volatility, Uncertainty, Complexity, Ambiguity
- The Impact of VUCA on Leadership and Business
- Leading in a VUCA World: Strategies and Competencies
- Building Resilience in Leaders and Organizations
- The Future of Leadership in a VUCA World

## Registration form on the Training Course: Leading Businesses into the Future

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
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